



Newsrelease

City of Santa Clara



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City of Santa Clara wins state award

Ethics campaign is major winner

in California League of Cities competition

The innovative "Vote Ethics" campaign of the City of Santa Clara that educated candidates and voters about ethical campaign practices received a Helen Putnam Award at the California League of Cities meeting this month. The program was given the top prize in its category -- Enhancing Public Trust, Ethics, and Community Involvement.

The Putnam Award is a prestigious statewide honor for a municipality. Cities from throughout California compete to receive recognition for their unique and effective programs.

Santa Clara's Vote Ethics campaign proclaimed that "ethics in government begins at the ballot box." It encouraged candidates and their supporters to use ethical campaign tactics, and educated voters on how to evaluate the values of candidates by examining their election materials, researching funding sources, and challenging candidates to a fair fight.

Research conducted by an outside firm found that the campaign had a significant impact on the level of public trust and confidence in municipal government, and dramatically increased the number of residents with awareness of the City's overall ethics program.

Earlier this year the Vote Ethics campaign received a 2007 Silver Anvil Award of Excellence from the Public Relations Society of America, a highly coveted national award for communications programs.

The campaign also received an award from the International Institute of Municipal Clerks, and another statewide honor from the City Clerks Association of California. For more information on the City's Ethics Program, visit www.voteethics.org.